



Elections Verdicts Anniversaries Legal and policy changes Events that go viral Conflicts

Why respond to key moments? Why not?

A crisis is the

worst time
to try to build trust

VIRGINIA CENTER FOR INCLUSIVE

5

EXISTING INFRASTRUCTURE		
	Staff Values	
	Roles / departments	
•	Councils and Resource Groups	
•	Past communication practices (internal and external)	
	Past professional development	
Ŀ	Trained facilitators	virginia center for INCLUSIVE COMMUNITIES

6

EXISTING INFRASTRUCTURE CATERGORIES

- · Communication/messaging
- Learning and development
- Employee needs
- Supervisor needs



7

DISCUSSIONS

When considering key moments, what should organizations explore related to:

Communication/messaging Learning and development Employee needs Supervisor needs



8

"LASER" APPROACH

- · L Listen to the feelings of all people at Langley
- · A Acknowledge the difficulty
- S Share information about what happened and the process for dealing with it
- E Empower people with resources
- · R Return to the issue instead of just dropping it





9

APPLICATION

- · Form pairs with someone nearby.
- Choose ONE scenario from the worksheet that resonates with both of you.
- Apply the LASER model to analyze and respond to the scenario together.



10

CLOSURE

- What <u>barriers</u> within your organization might hinder you from effectively processing key moments?
- What <u>opportunities</u> within your organization will you utilize to effectively process key moments?



11



12

13